

Policy Committee

Wednesday, 22 April 2015 at 10:30

County Hall, County Hall, West Bridgford, Nottingham, NG2 7QP

AGENDA

- | | | |
|---|--|---------|
| 1 | Minutes of last meeting held on 11 March 2015 | 3 - 6 |
| 2 | Apologies for Absence | |
| 3 | Declarations of Interests by Members and Officers:- (see note below)
(a) Disclosable Pecuniary Interests
(b) Private Interests (pecuniary and non-pecuniary) | |
| 4 | Protection of Property and Pets and Funeral Arrangements Policy | 7 - 16 |
| 5 | Advertising and Sponsorship Progress Report | 17 - 34 |
| 6 | The Nottingham and Nottinghamshire Combined Authority and the D2N2 Develoution Prospectus | 35 - 38 |
| 7 | Work Programme | 39 - 42 |

Notes

- (1) Councillors are advised to contact their Research Officer for details of any Group Meetings which are planned for this meeting.
- (2) Members of the public wishing to inspect "Background Papers" referred to in the reports on the agenda or Schedule 12A of the Local Government Act should contact:-

- (3) Persons making a declaration of interest should have regard to the Code of Conduct and the Council's Procedure Rules. Those declaring must indicate the nature of their interest and the reasons for the declaration.

Councillors or Officers requiring clarification on whether to make a declaration of interest are invited to contact Paul Davies (Tel. 0115 977 3299) or a colleague in Democratic Services prior to the meeting.

- (4) Councillors are reminded that Committee and Sub-Committee papers, with the exception of those which contain Exempt or Confidential Information, may be recycled.
- (5) This agenda and its associated reports are available to view online via an online calendar - <http://www.nottinghamshire.gov.uk/dms/Meetings.aspx>

Meeting POLICY COMMITTEE

Date Wednesday, 11 March 2015 at 10:30am

membership

Persons absent are marked with `A`

COUNCILLORS

Alan Rhodes (Chairman)

Alan Bell
Mrs Kay Cutts MBE
Glynn Gilfoyle
Kevin Greaves
Stan Heptinstall MBE
Richard Jackson
David Kirkham
John Knight
Bruce Laughton

Diana Meale
Philip Owen
John Peck JP
Ken Rigby
Pam Skelding
Martin Suthers OBE
Gail Turner
Stuart Wallace
Muriel Weisz

ALSO IN ATTENDANCE

Councillor Roy Allan
Councillor Nikki Brooks
Councillor Steve Calvert
Councillor Steve Carroll
Councillor Kate Foale
Councillor Alice Grice

Councillor Darren Langton
Councillor Sheila Place
Councillor Liz Plant
Councillor John Wilkinson
Councillor Yvonne Woodhead

OFFICERS IN ATTENDANCE

Mick Burrows

Chief Executive

Anthony May
Steve Edwards

} Children's, Families and Cultural Services

Jim Bamford

Environment & Resources

Sara Allmond
Martin Done
Keith Ford
Jayne Francis-Ward
Matthew Garrard
Jo Kirkby
Catherine Munro
Michelle Welsh

} Policy, Planning & Corporate Services

MINUTES

The Minutes of the last meeting held on 11 February 2015, having been previously circulated, were confirmed and signed by the Chairman, subject to an amendment to underline that Councillor Owen was absent from the meeting.

MEMBERSHIP OF THE COMMITTEE

The following temporary changes in membership for this meeting only were reported:-

- Councillor Bruce Laughton had replaced Councillor Reg Adair
- Councillor Alan Bell had replaced Councillor Joyce Bosnjak
- Councillor Pam Skelding had replaced Councillor Jim Creamer

APOLOGIES FOR ABSENCE

None

DECLARATIONS OF INTEREST BY MEMBERS AND OFFICERS

None

ANNUAL DELIVERY PLAN 2014-15 – QUARTER 3 PROGRESS REPORT**RESOLVED: 2015/013**

That quarter three progress against the Annual Delivery Plan 2014-15 be noted.

OUTCOMES FROM THE COMPLAINTS PROCESS – APRIL 2014 TO DECEMBER 2014

During discussions, Members requested a further separate report on outcomes of complaints to the Local Government Ombudsman.

RESOLVED: 2015/014

That the report be noted.

LOCAL GOVERNMENT ASSOCIATION – ANNUAL CONFERENCE, 30 JUNE – 2 JULY 2015**RESOLVED: 2015/015**

That approval be given for the attendance of three Members and the Chief Executive at the Local Government Association Conference and Exhibition in Harrogate on 30 June – 2 July 2015.

PROPOSED AFFILIATION TO EXTERNAL RAIL BODIES**RESOLVED: 2015/016**

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That Nottinghamshire County Council affiliates to Rail North.

WORK PROGRAMME**RESOLVED: 2015/017**

That the work programme be noted.

The meeting closed at 11.21 am.

CHAIRMAN

**REPORT OF THE CHAIR OF THE ADULT SOCIAL CARE AND HEALTH
COMMITTEE****PROTECTION OF PROPERTY AND PETS AND FUNERAL ARRANGEMENTS
POLICY****Purpose of the Report**

1. The purpose of the report is to seek approval for the updated Protection of Property and Pets and Funeral Arrangements Policy.

Information and Advice

2. A report was considered by the Adult Social Care Committee on 6th January 2014 regarding the Council's staff guidance on the protection of property and funeral arrangements. The report proposed three options for change in relation to how long the Council would pay for the storage of property and the care of pets. These were: (a) a maximum of 28 days with a possible extension of 28 days; a maximum of 14 days with a possible extension of 7 days; a maximum of 7 days with no extension. The Committee granted approval to consult service users, anyone caring for them, and the public about their preferred option. The aim of the changes was to reduce the cost to the Council of storing property and boarding pets.
3. Under the National Assistance Act 1948, the authority had a responsibility to arrange for the protection of property (including pets) of service users who were admitted to hospital or residential accommodation, where there was no-one willing or able to do so. Additionally, the Council had a duty to arrange a funeral for any person who died in residential accommodation, in the same situation.
4. If a person is likely to return to the same home, their accommodation is secured and the moveable property left inside. However, valuable items may be stored as a safety precaution and any pets are put into appropriate care. If the person has to vacate the property and give up their tenancy for any reason, all their property might be stored and any pets cared for. If the person is not likely to return home the property is cleared.
5. The current staff guidance states that storage is initially only for six weeks, after which time the service user should make alternative arrangements for the property to be moved or funded from another source. There is provision for further extensions beyond six weeks. Extensions beyond 12 weeks are agreed at group manager level. If the service user is not able or willing to fund the property remaining in storage and there are no alternative arrangements made or no grounds to extend the period of funding, the property is disposed of.

6. The Care Act 2014 has changed the legislation, but not the duty, to protect the property, including pets, of people who have no one else willing and able to do it (section 47 of the Act). A significant change is that the National Assistance Act referred to the “temporary protection of property”. The word “temporary” has been removed under the Care Act. Instead, the statutory guidance states, *“This duty on the local authority lasts until the adult in question returns home or makes their own arrangements for the protection of property or until there is no other danger of loss or damage to property; whichever happens first”* (paragraph 10.88). Legal advice is that, *“the duty is therefore clear but there is flexibility in whether or not property is stored or just secured. In terms of pets, whilst this is incorporated under the remit of “protection of property” there is no definition of protection under the Act and therefore it must be given its every day meaning which would be to keep a pet safe and free from harm. If an animal were suffering from the effects of being boarded for a long period of time then this would not be protecting the animal; re-homing would be. Each case would need to be dealt with on its own merit”*. The Council is allowed to recover “reasonable costs” that they might incur from the adult whose property they are protecting.
7. Funerals are not mentioned in the Care Act, but come under section 46 of the Public Health (Control of Diseases) Act 1984.
8. Consultation on a change to the Council’s current guidance was carried out between May and September 2014; 48 people responded. All options resulted in a negative response from over 50% of respondents. Comments focussed on the additional stress that such limited time would have on vulnerable people. This is supported by the evidence that most of the people affected by the guidance are people with mental health problems. Respondents felt that making decisions of this kind in such a short space of time might, for example, hinder the person’s recovery, undermine their trust in professional staff, and deprive them of assets that they could not afford to replace. There was particular concern about the rehoming of pets and the impact that this might have if done very quickly.
9. Recovery of costs where a service user has sufficient funds to pay for storage was considered. However, the assessment of ability to pay, together with the administrative costs of recovery, would be expensive and likely to outweigh the costs incurred. The changes introduced by the Care Act also mean that the Council cannot dispose of the property of people who do not pay the cost of storage or boarding, or are too ill to make alternative arrangements and have no-one to do it for them. Based on legal advice the length of time that pets are boarded for could be limited, but this would have to be assessed on a case by case basis.
10. The option of allowing 28 days for the person to make alternative arrangements with an extension of 28 days, where necessary, was obviously preferred. It was also felt that the timescale should not apply until the person was well enough to make a decision. This option has been included in the proposed new Protection of Property and Pets and Funeral Arrangements Policy document, attached as **Appendix 1**, which will replace the former staff guidance.

Other Options Considered

11. The option of storing a person’s property for either seven days with no extension or 14 days with one extension of seven days were both considered. However, it was felt that this did not give enough time for someone who might, for example, have been detained under the Mental Health Act 1983 and who might be too ill to make a decision about their property.

Reason/s for Recommendation/s

12. The recommendation means that the Council will be working within the law and will ensure that people who are unable to pay for the storage of their property or are too ill to make a decision about alternative storage are protected.

Statutory and Policy Implications

13. This report has been compiled after consideration of implications in respect of crime and disorder, finance, human resources, human rights, the NHS Constitution (Public Health only), the public sector equality duty, safeguarding of children and vulnerable adults, service users, sustainability and the environment and ways of working and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Financial Implications

14. In 2013/2014 the costs relating to this duty were: funerals £6,601; forced entries £2,319; storage, including house clearances, £21,353; and care of pets, including vets fees, £51,547. Forced entries occur in situations where the police and a social worker attend a property to do an assessment under the Mental Health Act. If the person will not open the door, the police will break the door down to gain entry and the property then has to be boarded up. The total cost for 2013/2014 was therefore £81,820. The total paid back by service users and from the estates of deceased people for 2013/14 was £14,049. The majority of this was in contributions towards funeral costs, and it includes some costs recouped from the previous year because of delays with, for example, probate.

Implications for Service Users

15. The property of service users will be protected until they are able to make alternative arrangements for it. The Council will stress that 28 days is a time when a service user is expected to make alternative arrangements, not a period of free care. The property, including pets, of people who are unable to pay or who are too ill to make a decision will be protected in line with the Care Act 2014.

RECOMMENDATION/S

- 1) That the revised Protection of Property and Pets and Funeral Arrangements Policy, attached as **Appendix 1**, is approved.

Councillor Muriel Weisz
Chair of the Adult Social Care and Health Committee

For any enquiries about this report please contact:

Sarah Hampton
Commissioning Officer
T: 0115 9774969
E: sarah.hampton@nottsc.gov.uk

Constitutional Comments (SLB 07/03/15)

16. Policy Committee is the appropriate body to consider the content of this report.

Financial Comments (KAS 02/04/15)

17. The financial implications are contained within paragraph 14 of the report.

Background Papers and Published Documents

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

Protection of Property and Pets and Funeral Arrangements Policy (draft)

Electoral Division(s) and Member(s) Affected

All.

Policy Library Pro Forma

This information will be used to add a policy, procedure, guidance or strategy to the Policy Library.

Title: Protection of Property and Pets, and Funeral Arrangements Policy

Aim / Summary: To outline the Council's responsibility for the protection of property, including pets, and for funeral arrangements.

Document type (please choose one)

Policy	X	Guidance	
Strategy		Procedure	

Approved by:

Version number: 1

Date approved:

Proposed review date:

Subject Areas (choose all relevant)

About the Council		Older people	X
Births, Deaths, Marriages	X	Parking	
Business		Recycling and Waste	
Children and Families		Roads	
Countryside & Environment		Schools	
History and Heritage		Social Care	X
Jobs		Staff	
Leisure		Travel and Transport	
libraries			

Author: Business Support Officer

Responsible team: Business Support

Contact number:

Contact email:

Please include any supporting documents

1. Services/Tenancy/1 (storage)

2. Services/Tenancy/2 (disposal)

3. Services/Pets/1

Review date

Amendments

22.4.2015	Updated in line with the Care Act 2014
8.7.2013	Details of Services Team updated, links checked, processes updated.
21.06.2011	Information included regarding the process for funeral arrangements in care homes.
15.7.2010	Time limit set for temporary accommodation of pets and property (see section 3.1). Decision number AC/2010/00091 . Links added to updated forms.
13.8.2008	Updated funding amounts



Protection of Property and Pets, and Funeral Arrangements Policy

Context

Under Section 47 of the Care Act 2014, the Council has a duty to arrange for the protection of property for an adult being cared for away from home:

Either where the adult has been assessed as eligible for social care support and their needs are met in accommodation, such as a care home, **or** the adult has been admitted to hospital.

AND

It appears to the Council that there is a danger of loss or damage to the moveable property because the adult is unable to protect or deal with the property, and no suitable arrangements have been or are being made. Moveable property includes pets.

Paragraph 10.94 of the statutory guidance states that, *“this duty.....lasts until the adult in question returns home or makes their own arrangements for the protection of property or until there is no other danger of loss or damage to property. Often a one off event is required such as the re-homing of pets or ensuring that the property is secured”*

The Council also has a duty under Section 46 of the Public Health (Control of Diseases) Act 1984 to arrange a funeral for any person who dies in residential accommodation where there is no other person willing or able to do so.

Arrangements for carrying out these duties in the Council are made by:

The Business Support Officer
Adult Social Care, Health and Public Protection Department
County Hall

Protection of Property and Pets, and Funeral Arrangements Policy

Loughborough Road
West Bridgford
Nottingham
NG2 7QP
Tel: 0115 977 2951

In order to carry out its duties, the Council may:

- Make an Inventory of any moveable property
- Ensure the security of the person's property
- Store the property in line with paragraph 10.94 of the statutory guidance
- Terminate the person's tenancy and arrange for the house to be cleared.
- Manage the person's estate as appropriate
- Place pets in temporary accommodation or arrange for their adoption
- Make funeral arrangements where necessary

The responsibility of the Council ceases upon death so, if a service user dies whilst items (including pets) are still in storage or in the care of the Council, the liability for arrangements of the service user's property transfers to the executor or personal representative dealing with the estate.

The Council does not get involved in funeral arrangements in the following circumstances:

- If a person dies whilst living in their own home it is the responsibility of the Environmental Health Department within the appropriate District, Borough or City Council to make the necessary arrangements.
- If a person dies in hospital (NHS) prior to formal admission to a ward, it is the responsibility of the District Council, Public Health Department to make the necessary arrangements.
- If a person dies in hospital (NHS) following admission, it is the responsibility of the Hospital Bereavement Centre where the person died to make the necessary arrangements, unless the person was under the Court of Protection, in which case, the Council is responsible for the arrangements.
- If the person dies in the Queens Medical Centre it is the responsibility of Nottingham City Council Environmental Health Department.

The County Council is responsible for the funeral arrangements for people funded by Nottingham City Council in care homes within the County boundary. It is also responsible for arranging a funeral for people who are funding their own care in a residential or nursing home or supported living complex if there is no-one willing or able to do it. The cost of the funeral is claimed back from the estate of the deceased person.

Scope of this policy

This policy applies to:

- People who die in residential accommodation arranged by the Council following a social care assessment, where there is no other person willing or able to make arrangements for the funeral.
- People who need time to arrange for their property, including pets, to be protected because they have been admitted to residential accommodation following a social care assessment arranged by the Council, or they have been admitted to hospital, and no suitable arrangements have been or are being made.

Principles and commitments

- The Council, will as far as possible, respect any known wishes of the deceased person with regard to the funeral service and other arrangements.
- The Council will take “reasonable steps” to prevent or mitigate the loss of or damage to a person’s moveable property in situations where there is no-one else to do it.
- The Council will ensure that the Mental Capacity Act – Two Stage Test for Capacity episode in Framework is completed in situations where doubts are raised about the person’s ability to make decisions about their property or pets or their ability to give consent for Council staff to enter their property.

Key actions to meet the commitments set out in this policy

Funerals

The Council, will as far as possible, respect any known wishes of the deceased person with regard to the funeral service and other arrangements.

- A private funeral will be arranged in accordance with the deceased person’s wishes if the person has left written instructions and there are sufficient funds in the person’s estate to pay for one.
- In all other situations the appointed funeral director will provide a dignified contract funeral with a coffin taken to the crematorium or cemetery in a hearse attended by bearers. A cremation will be arranged, with the cremated remains being subsequently scattered in the gardens of remembrance, unless it is established that the religion of the deceased person forbids cremation or the deceased expressed a wish, either verbally or written, to be buried. The cremated remains will be given to a friend or family member, if requested. If the person was known to be religious, arrangements will be made for a minister of religion or a religious representative of the faith of the deceased person to

Protection of Property and Pets, and Funeral Arrangements Policy

conduct a service. If the person was not known to be religious a celebrant will be arranged to conduct a civil funeral.

- If there are no arrangements for flowers, a coffin spray at a cost of approximately £30 should be included.

The Council will claim the cost, or a contribution towards the cost, of the funeral back from the deceased person's estate, whether the funeral is a private or contract arrangement. Payment of funeral expenses takes precedent over all other debts of the estate or beneficiaries to the estate.

In situations where the Council is not responsible for the funeral arrangements any relatives or close friends of the deceased person will be directed to the Social Fund, administered by the Department of Work and Pensions at www.direct.gov.uk.

Protection of property, including the boarding of pets

The Council will allow the person up to 28 days to make arrangements for the protection of the property, including any pets. If the person is too ill to make arrangements within this time, a further 28 days will be allowed for arrangements to be made. During this time the Council will pay any storage costs or the cost of boarding a pet. The social worker must complete Services/Tenancy/1 (storage) with the service user, which explains what will happen to their property. The service user and the staff member both need to sign this form.

If the person remains in hospital or in a care home beyond 56 days, and no alternative arrangements have been made, they will be asked to pay the storage or boarding company for the continued storage or pet boarding. This should allow for management of the immediate crisis. The assessment of the person's ability to pay will be made by the social worker involved in the case. Where the service user does pay, they will also be responsible for transporting their pet or property at the end of the period of boarding or storage that they had arranged either privately or with a friend or family. The contract also becomes directly between the storage or boarding provider and the service user.

If the person has no-one able to take responsibility for their property or pet and they are unable to pay towards the cost, the Council will continue to pay for storage or pet boarding until the person either returns home or their permanent residence in the care home is confirmed.

In terms of the care of pets, whilst this is incorporated under the remit of "protection of property" there is no definition of protection under the Care Act and therefore it must be given its every day meaning, which would be to keep a pet safe and free from harm. The social worker must complete form Services/Pets/1 with the service user. This explains what will happen to their pet. The service user and the staff member must both sign this form.

If an animal is suffering from the effects of being boarded for a long period of time then this would not be protecting the animal and re-homing must be considered. If the RSPCA or a qualified vet decides that the pet is too ill or dangerous to be re-homed it will be humanely destroyed. Cases must be dealt with individually.

Although the Council is not responsible for returning the pet or property to the owner or new location at the end of this initial boarding or storage period, the authority currently does fund the transport for pets and property under these circumstances and will continue to do so.

Property Security

Under certain circumstances the Council is required to make a property secure, for example, where access has been gained by the police whilst serving a mental health warrant or the health of a service user has suddenly deteriorated and access is required by medical services. The Council will arrange and pay for making the property secure.

If a Council officer has to subsequently enter the property they must, under Section 47 (4a) of the Care Act 2014:

- Obtain the consent of the adult concerned, or where the adult lacks capacity to give consent, the consent of the person authorised under the Mental Capacity Act 2005 to give it on their behalf.
- Be satisfied that exercising this power would be in the adult's best interests, in situations where the adult lacks the capacity to give consent and there is no one authorised under the Mental Capacity Act 2005 to give consent on their behalf.

House Clearances

House clearances may be undertaken when a final decision has been made to terminate a tenancy, and where there is no one else to do it. This involves clearing the house of the service user's entire property and will be arranged and paid for by the Council. Funds received from any items sold will be used to reimburse the Council for costs incurred. Any remaining funds will go to the service user. A Mental Capacity Act – Two Stage Test for Capacity episode in Framework must be completed before this decision is made. The social worker must complete form Services/Tenancy/2 (disposal) before a house clearance is carried out.

Mental Capacity

If there are significant concerns regarding a service user's capacity to make a decision regarding his or her property and pets, the social worker must ensure that a capacity assessment is undertaken.

In circumstances where the capacity assessment indicates a wider lack of capacity with regard to financial decisions and this is felt to be long-standing, consideration must be given to referring the case to the Court of Protection and deputyship. If the person is already under the care of the deputyship service or has an established Lasting Power of Attorney, the social worker must liaise with this person to make arrangements for the property/pets. The person representing the interests of a person who lacks capacity will be responsible for arrangements for property and pets.

REPORT OF THE LEADER OF THE COUNCIL**ADVERTISING AND SPONSORSHIP PROGRESS REPORT****Purpose of the Report**

1. To provide an update on progress made in income generation through advertising and sponsorship over the last 12 months.

Information and Advice

2. The Communications and Marketing Strategy 2014/16, which was approved by Policy Committee in October 2014, highlighted income generation as one of its key drivers with more than £500,000 generated following effective marketing campaigns that drive service take-up.
3. Advertising and sponsorship is one strand of this income generation activity. This is where Council assets, ranging from products such as the Life series of publications and festival brochures to roundabouts and lamp-post banners, are sold to potential advertisers or sponsors.
4. Income generation targets set out in this report relate to the Communications and Marketing team. If the asset is owned by the team, then 100% of the income is used to contribute to the target. If the asset is owned by another service, then the service receives 90% of the income with the remaining 10% going towards the Communications and Marketing target. This means that the total revenue generated for the whole Council will be much higher than the targets contained in this report.
5. In September 2013, Policy Committee approved the principle that income generation opportunities would be prioritised according to four criteria:
 - a. The strength of potential to generate income and savings
 - b. Any budget required to deliver income generation
 - c. The cost/impact of the human resources required to deliver income generation
 - d. The potential to protect or enhance the Council's reputation (managing risk)
6. The assets, which include publications, the website, lamp-post banners, roundabout sponsorship, digital TV screens and email bulletins, have been reviewed regularly for income generation opportunities in accordance with the Advertising and Sponsorship Policy. This policy includes a list of clear standards and clarifies what is likely to be deemed as unacceptable types of advertising.

7. In November 2013, Members approved the following targets for Communications and Marketing as part of the 2014/15 budget proposals:
- Year 1 (2014/15) - £24,000
 - Year 2 (2015/16) - £48,000
 - Year 3 (2016/17) - £72,000
8. The actual amount of income generated will in reality be significantly higher as these are targets for the Communications and Marketing team which receives, in some cases, just a tenth of the total income. This will become increasingly apparent as more service assets are added to the portfolio.

What has been achieved?

9. A total of **£35,000** was generated in 2014-15, which exceeds the target of £24,000 by £11,000. The following table illustrates which assets generated the income.

Asset	Income 2014/15
County Life	£13,500
Family Life	£6,000
Your Life	£3,250
Lamp-post banners [135 across all of the districts]	£10,500
Robin Hood Festival brochure	£750
Others (including email bulletins, digital screens)	£1,000
Total	£35,000

10. The three 'Life' publications have contributed **£22,750** towards the overall target, and helped to offset their production costs.
11. **COUNTY LIFE** – the second edition raised **£13,500** in advertising revenue – an increase of nearly £2,000 over the previous edition. Advertising was sold to Fire, Police, NHS, the Language Shop along with funded campaigns, including the roll out of broadband and the offer of free childcare places to two-year-olds.
12. **FAMILY LIFE** – generated **£6,000** through the sale of advertising to the Nottingham Hospitals Charity, Nottingham Contemporary Art Gallery, and Holme Pierrepont Country Park.
13. **YOUR LIFE** – generated **£3,250** through advertising from the NHS, Nottingham Hospitals Charity, Ashfield Homes and A.W.Lymn Funeral Services.
14. Feedback from advertisers in all the publications has been positive, both on the service provided and the final products. This has resulted in repeat bookings and relationship building that will support increased sales in future publications.

15. **LAMP-POST BANNERS** – a total of **£10,500** has been generated through the sale of some of the 135 banner sites within the planning constraints of ‘deemed consent’ which allows the display of non-commercial information that is of public interest. An increase in income would be dependent on securing planning permission from the district councils. To help support the planning process the current banner suppliers have presented to each of the planning authorities how advertising promotes economic growth with a unique advertising opportunity for local businesses. The three-year contract with the current suppliers is due to end in June 2015 and negotiations are currently under way.
16. **OTHER CHANNELS** – more than **£1,750** has also been generated through selling advertising on other channels, including the Robin Hood Festival brochure, digital screens in libraries and bus stations, and the ‘emailme’ system. These channels have revenue growth potential that will be explored further over the coming year.
17. A media pack (Appendix A) details the Council’s complete advertising and sponsorship opportunities along with rate cards and artwork specifications. The media pack is available on the Council’s website at www.nottinghamshire.gov.uk/advertise and has been sent to local businesses and organisations using a newly created ‘emailme’ bulletin.
18. **SPONSORSHIP** – significant progress has also been made over the past 12 months. In February 2015, a four-year contract began with a company that will manage the sponsorship of roundabouts. The contract guarantees a minimum income of **£68,000** over the life of the contract with actual income for the Council estimated at **£312,487**. The success of the scheme is dependent on securing planning permission. Fifteen test applications were submitted in January 2015 in advance of further applications from the total of 70 sites.
19. It is important to recognise that the developing of income streams requires significant resource, time and expertise from teams across the Council. This work is also being conducted in a very competitive environment as many public sector organisations are looking to attract the same sponsors and advertisers.
20. The work completed to date has been based on best practice and informed by the experiences of other councils. In March 2015, the Council hosted the biannual meeting of the ‘Cross Council Revenue Group’ which attracts pioneering councils from around the country to share knowledge and experience and presentations from leading suppliers.

Resources and delivery model

21. All income generated to date through advertising and sponsorship has been done within existing resource although it should be recognised that there is an opportunity cost ie how that resource would be deployed if it was not selling advertising or sponsorship. This needs to be kept under review to make sure that income generated is not outweighed by the cost of generating the income in the first place.
22. The Communications and Marketing team also supports service take-up through effective promotion which generates significantly more income than advertising and sponsorship. One example of this is the Earth and Fire Event which in 2014 increased visitor numbers by 45% year on year and generated **£39,835** through sales.

23. In addition, it should be recognised that marketing activity to achieve 'cost avoidance' can deliver an even greater return on investment. For example, the authority saves £24,450 each year for each child that is placed with a council-recruited foster carer as opposed to using an independent foster agency. Last year, 45 foster carers were recruited, saving the Council an estimated **£1.1m each year** (assuming that one child is placed with each carer for over the year).
24. These examples highlight the need for the Communications and Marketing team to balance use of resource to achieve the greatest returns for the Council.
25. It is important to note that the Communications and Marketing team does not have any designated capacity with regards to selling advertising or forming sponsorship packages. Also this is a specialised role. To date all the work achieved has been resourced by the Communications and Marketing team. This may not however become sustainable as the offers extend and as the team has increasing priorities to support service take-up and savings, and therefore needs to be kept under review.
26. As part of the maximisation of advertising income going forward, the authority will need to consider all options for selling platforms including:
- In house (the Communications and Marketing team).
 - External suppliers who sell assets on the authority's behalf in return for a management fee (this is likely to range between 55% and 80%).
 - A combination of in-house and contracted suppliers/other commercial arrangements
 - Working in partnership with other public sector bodies.

Next steps

27. Further opportunities to sell lamp-post banners and digital screens in libraries are being explored. In addition, the wider events offer is to be reviewed and considered for possible sponsorship opportunities, with a package created for those selected and included in the media pack (Appendix A) that details the advertising and sponsorship opportunities.
28. A tender process for web advertising has been completed and customer reaction to this is currently under way. A number of options are being considered to ensure that the customer experience is not overly compromised and is proportionate to the income potential.
29. The Council's emailme system, which has more than 40,000 subscribers, has now been added to the media pack with the potential for targeted advertising to different audiences. Further packages will be designed and bundled with other advertising opportunities.
30. A sponsorship package has been developed for the 2015 Robin Hood Festival and will be promoted to local businesses and organisations, any funding secured will help offset the running costs of the festival.
31. Consideration needs to be given to the potential transfer of assets though alternative delivery models. This would represent a risk to the Council's ability to sell advertising and sponsorship depending on the scope of the contract. For example, how the Council can receive income from its roundabouts is a key consideration for the Highways joint venture.

32. The Communications and Marketing team will continue to explore new and innovative ways to generate income through participation in the national Cross Council Revenue Group.

Reason/s for Recommendation/s

33. To maximise income from Council-owned assets through advertising and sponsorship.

Statutory and Policy Implications

34. This report has been compiled after consideration of implications in respect of finance, the public sector equality duty, human resources, crime and disorder, human rights, the safeguarding of children, sustainability and the environment and those using the service and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Financial Implications

35. The £48,000 income target in 2015-16 for the Communications and Marketing team will come from income generated from its own assets and a 10% commission from assets owned by other areas of the Council. Currently projects and work related to income generation has been done without additional resource - any additional investment needed to achieve the proposed income generation targets will be confirmed depending on the chosen model of delivery.

Equalities Implications

36. An Equality Impact Assessment has been produced (background paper).

RECOMMENDATION/S

It is recommended that Policy Committee

- 1) Notes the progress made to date to generate income from advertising and sponsorship.
- 2) Approves the next steps outlined to generate further income
- 3) Schedules an annual update report on income generation through advertising and sponsorship

Councillor Alan Rhodes
Leader of the Council

For any enquiries about this report please contact:

Clare Yau, Marketing Group Manager
Contact: email: clare.yau@nottscc.gov.uk telephone: 0115 977 3851

Constitutional Comments (KK 19.03.15)

37. Policy Committee is the appropriate body to consider the content of this report.

Financial Comments (SES 24.03.15)

38. The financial implications are set out in the report.

Background Papers and Published Documents

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

Advertising and Sponsorship Policy
Equality Impact Assessment

Electoral Division(s) and Member(s) Affected

All.



2015

Advertising & Sponsorship Opportunities in Nottinghamshire

Targeted advertising solutions

Targeted advertising solutions

Nottinghamshire County Council offers a range of targeted advertising and sponsorship solutions in the local area. Affordable and effective, advertising through Nottinghamshire County Council allows you to reach people through digital, print and outdoor platforms.

785,000 Nottinghamshire residents

349,500 homes across the 7 districts of Nottinghamshire:

Ashfield, Bassetlaw, Broxtowe, Gedling, Mansfield, Newark and Sherwood and Rushcliffe.

180,700 children and young people (0 – 19 years), including **113,248** children attending 338 primary, secondary and special schools

130,179 older people – 65+

24,210 businesses employing **280,300** people

31m visitors every day

Our channels and distribution spans the entire county, including the major towns of:

Mansfield – population of 80,000

Worksop – population of 40,000

Sutton in Ashfield – population of 40,000

Newark – population of 25,000

Kirkby in Ashfield – population of 25,000

Retford – population of 20,000

Why advertise with us?

- Value for money, affordable and tailored packages you won't find anywhere else
- Unique opportunities to reach and talk to the residents of Nottinghamshire
- Direct distribution
- Thousands of opportunities to be seen
- Reliable and professional service, from arrangement and booking through to distribution / installation
- Competitive rates from our in house design service
- Good customer satisfaction.

Income generated from advertising and sponsorship helps offset the running of Council services to improve the lives of Nottinghamshire residents

Print Advertising

Our targeted publications are the ideal platforms to advertise your company to thousands of Nottinghamshire residents throughout the year.

County Life

Published every April, County Life is the Council's annual residents' guide. Distributed directly to 349,500 homes in Nottinghamshire it is packed with real life stories and information about Nottinghamshire and its residents.

Family Life

Family Life includes an invaluable guide for what's on over the summer holidays. With a print run of 92,000 copies, Family Life is distributed through primary schools, local libraries, leisure centres, country parks and children's centres.

Your Life

With a distribution of 105,000 Your Life is available at target venues and for groups that attract the over 50's. Packed with lively features and useful advice on how to get support from their Council and get the most out of life.

What's On Guide

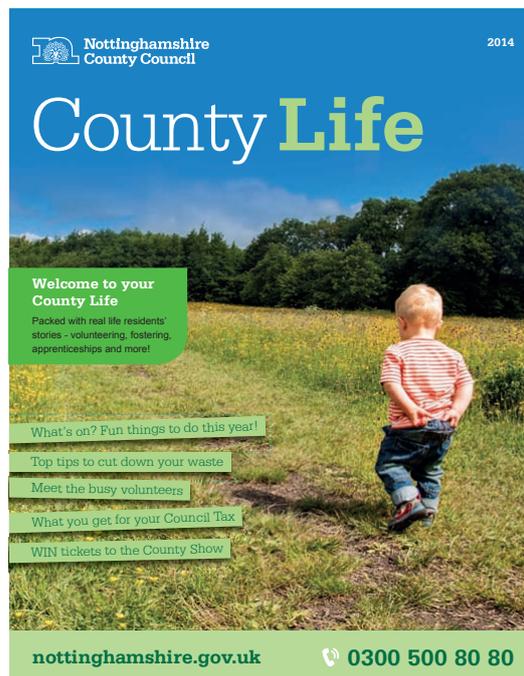
Featuring fun family activities, outdoor events, creative arts and exhibitions throughout autumn and winter, our What's On Guide is the ultimate tool for planning a great day out in Nottinghamshire. From October, over 80,000 copies will be distributed through schools, libraries, children's centres, colleges and leisure centres.

County Life

Our annual publication distributed directly to **349,500** households every April reaching 785,800 Nottinghamshire residents across the seven districts.

Our definitive guide to Council services is packed with real life stories, tips and advice along with key Council services and contact information and can be kept as a handy reference throughout the year.

Additional copies are distributed and available through the year at our libraries that attract an average of 250,000 visits per month plus all the Council's main buildings, customer service points and country parks.



County Life offers valuable advertising space for businesses and organisations who want to directly reach residents in Nottinghamshire.

Rates start from £1,120 for a quarter page advert.

Size: 240mm x 190mm
Print run: 370,000
Artwork deadline: February 2015
Publication date: April 2015

Rates

Main rate	Full page	½ page	¼ page
Inside page	£3,200	£1,920	£1,120
Premium space outside back	£3,800		
Premium space inside front	£3,400	£2,040	

Page 26 of 42

All prices are subject to VAT.

Family Life

With around 45,000 under 5's and over 110,000 children attending Nottinghamshire schools – this is THE guide to reach parents and carers.

Distributed every July, just in time for the summer holidays, this 'one stop' guide is packed with the latest advice, essential information about our services, and an extensive pull out events section. It includes everything from how to save money, starting school and tips to get active.

Family Life is aimed at parents and carers with young children and is distributed directly to schools across Nottinghamshire, children's centres, libraries and activity centres to name just a few.



Family Life is a value for money targeted advertising opportunity for businesses and organisations wanting to reach a specific audience. Rates start from £600 for a quarter page advert.

Size: 240mm x 190mm
Print run: 92,000
Artwork deadline: April 2015
Publication date: June 2015

Rates

Main rate	Full page	½ page	¼ page
Inside page	£1,720	£1,030	£600
Premium space outside back	£2,085		
Premium space inside front	£1,875	£1,125	

All prices are subject to VAT.

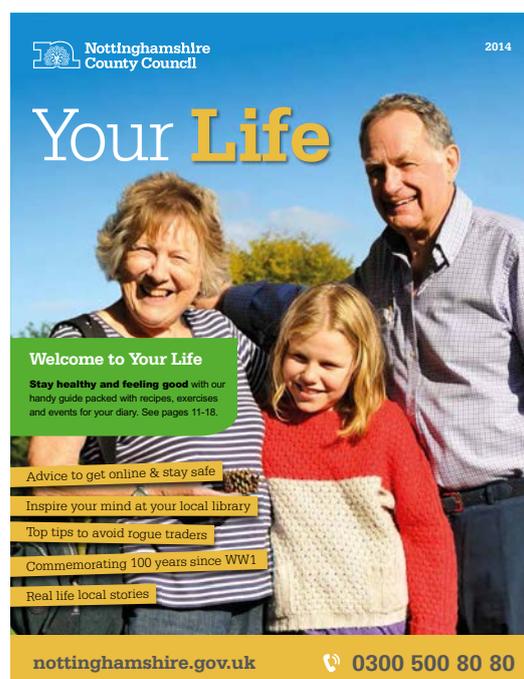
Your Life

Your Life is Nottinghamshire County Council's lifestyle magazine aimed at the over 50's. Featuring useful articles and information on local services, staying independent, volunteering and leisure activities, with an emphasis on health and wellbeing throughout.

With a circulation of 105,000 Your Life has a unique and comprehensive distribution network allowing advertisers to target this specific audience.

Distribution of Your Life:

- Displayed in county libraries, leisure centres, hospitals, GP surgeries, tea rooms and restaurants, train and bus stations and local places of interest including country parks and museums.



- Direct Mail to relevant groups including lunch clubs, community groups and parish councils.
- Over 3,500 sent via direct mail to bus pass holders
- A copy is given to every county primary school child to take home and share with older relatives or neighbours.

Rates start from just £600 for a quarter page advert.

Size: 240mm x 190mm
Print run: 105,000
Artwork deadline: July 2015
Publication date: September 2015

Rates

Main rate	Full page	½ page	¼ page
Inside page	£1,720	£1,030	£600
Premium space outside back	£2,085		
Premium space inside front	£1,875	£1,125	

Page 28 of 42

All prices are subject to VAT.

What's On

Packed with great things to do for the whole family throughout autumn and winter, this is the ultimate guide for planning a great day out in Nottinghamshire.

Featuring great family activities, outdoor events, creative arts and exhibitions across all of Nottinghamshire's seven districts.

84,000 copies of our essential 'what's on' guide are distributed through schools, libraries, children's centres, colleges, leisure centres, District Councils and the County Council's country parks. There are around 45,000 under 5's and over 110,000 children attending Nottinghamshire schools – our guide is the guide for events and activities to inspire the whole family!



This is a value for money and targeted advertising opportunity for businesses and organisations wanting to reach this specific audience. Rates start from £550 for a quarter page.

Ask us about other advertising opportunities in our What's On email bulletin (see page 9).

Size: 240mm x 190mm
Print run: 84,000
Artwork deadline: August 2015
Publication date: October 2015

Rates

	Full page	½ page	¼ page
Inside page	£1,720	£1,032	£550
Premium space outside back	£2,085		

All prices are subject to VAT.

Advert Size & Guidelines

County Life, Family Life, Your Life & What's on

To book and for more information about advertising with Nottinghamshire County Council

Call: 0115 977 4157 Email: marketing@nottsc.gov.uk

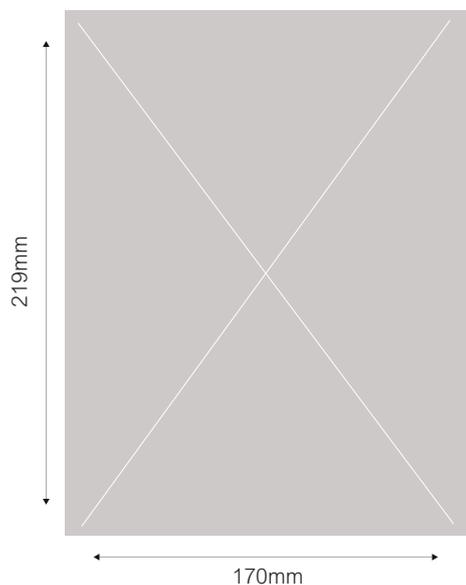
www.nottinghamshire.gov.uk/advertise

Artwork specifications

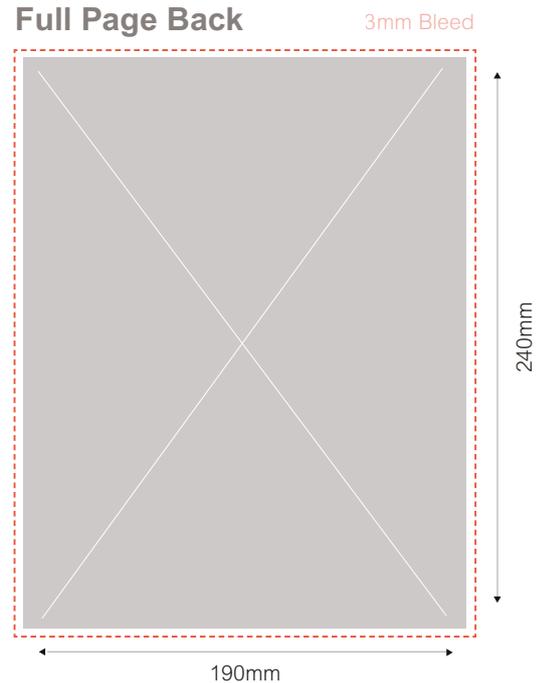
Adverts can be supplied in any of the following formats:

- ▶ EPS file with embedded fonts and images
- ▶ Postscript file with embedded fonts and images
- ▶ Indesign CS files (with fonts, images etc) – Mac files only
- ▶ High resolution (300dpi) PDF file with embedded fonts
- ▶ Four colour process CMYK – all spot colours must be converted to four colour process.

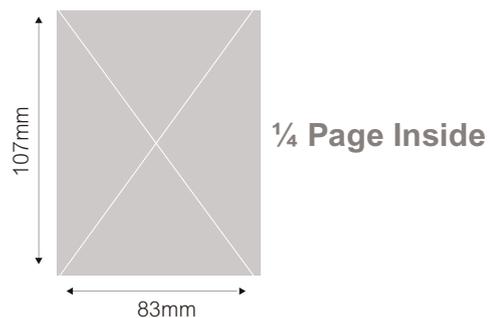
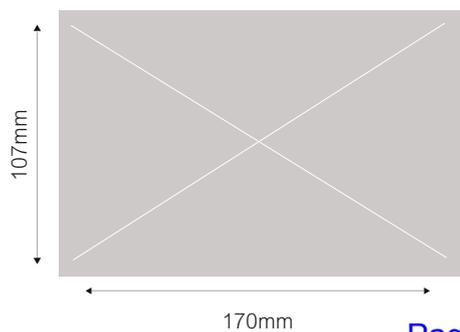
Full Page Inside



Full Page Back



½ Page Inside



Email bulletins

emailme is the Council's free email update service, keeping residents and local businesses up to date with the latest information.

With over 38,000 subscribers who have signed up to topics that matter to them, emailme provides a cost effective and targeted advertising opportunity.

As we only send people information about topics they've told us they want to receive, emailme provides a very cost effective and targeted advertising opportunity.

Our average open rates are well above the national average at around 32% (national average 15%).

Our average click through rate on featured links is 18%.



Advertising is available in a variety of weekly and monthly bulletins, including:

- What's On
- Jobs
- Latest news major libraries events and news
- Health and Wellbeing

Contact us for the current list of bulletins, availability and deadlines.

Rates start from just £50+VAT with discounts available for multiple bookings.

Artwork format and size:

All advertisements are banner format, positioned at the bottom of each email bulletin.

Size: 150 pixels (H) x 580 pixels (W).

Format: PNG or JPEG

*Our subscriptions are rapidly increasing, please ask for the latest figure upon enquiry.

Digital TV screens

Showcase your business to more than 500,000 people every month. Advertise in high footfall, central locations using our conveniently located digital screens in local libraries and Mansfield Bus Station.



From the new £9m Mansfield Bus Station to some of our most popular libraries, we can help you reach thousands of commuters and consumers every week.

Choose from 25 screens and showcase your business to more than 500,000 people every month advertising in high footfall, central locations using our conveniently located digital screens.

Advertise from £15 per week (based on a 12 month commitment with one of our libraries). Discounts and package deals are also available. We can also tailor a bespoke package for you which could include the display of your leaflets in the libraries you advertise in.

Please contact our supplier Info Local for more information on **0800 999 3700** quoting reference 'nccmedia2' or visit **www.infolocal.co.uk**

Roundabout Sponsorship

Highly visible sponsors' signage sited on roundabouts county wide with daily traffic flows of up to **40,000** vehicles.

Sponsor a roundabout in Nottinghamshire* and not only will you enhance the profile and local awareness of your business, but you'll also be supporting the enhancement of the local environment.

Perfect for local businesses conscious about social responsibility and doing their bit for their local community, roundabout sponsorship helps support highways maintenance and in some cases, additional plantings.

With up to **40,000** passing vehicles every day, roundabout sponsorship is an affordable, highly visible advertising channel.

The Council's roundabout sponsorship scheme is managed by Community Partners Limited who are working to prepare and implement a new scheme, to be launched soon.

For initial enquiries and to register your interest, please contact Richard Eccles, Community Partners Limited.

Telephone: **0161 749 8575**.

Email: **richard.eccles@communitypartners.co.uk**

*Sponsorship is subject to planning permission



Lamp post banners

High visibility banners, various locations county wide with daily traffic flows of up to 40,000 vehicles and monthly footfalls of up to 348,000.

We have over 100 lamp column banner sites in Nottinghamshire sited in town centres and along main routes with combined weekly traffic flows and footfall of around 100,000 vehicles and pedestrians.

Our sites provide thousands of 'opportunities to see' every week - promote your event or business to visitors and residents using this high visibility platform.

The Council is currently working to develop the network and implement this new and great value advertising scheme.

Advertising packages will be available, plus exclusive banner sites tailored for your business or organisation.

To register your interest and discuss available options, please call us on: **0115 97 74899** or email: **marketing@nottsc.gov.uk**

REPORT OF THE LEADER OF THE COUNCIL**THE NOTTINGHAM AND NOTTINGHAMSHIRE COMBINED AUTHORITY
AND THE D2N2 DEVOLUTION PROSPECTUS****Purpose of the Report**

1. The purpose of this report is to update Policy Committee on the latest developments in terms of the proposed Nottingham and Nottinghamshire Combined Authority and the Devolution Deal that will be negotiated by the D2N2 Local Enterprise Partnership and the incoming Government.

Nottingham and Nottinghamshire Combined Authority

2. Members will recall that they agreed to support the submission of a proposal for a Nottingham and Nottinghamshire Combined Authority at the Council meeting in January 2015. Since that time, Nottinghamshire's Leaders and Chief Executives have been working on the drafting of the required documentation with ongoing input from the D2N2 Local Enterprise Partnership (LEP) and the Department for Communities and Local Government (DCLG).
3. Combined Authority status can only be secured through the approval of the Secretary of State for Communities and Local Government. Given the General Election cycle this approval is not now likely to be forthcoming until the autumn.
4. A set of draft documents was submitted to DCLG in the middle of March. The documents that form the basis of the proposal are as follows:
 - The Combined Authority 'Scheme' – setting out what the Combined Authority's remit will be and how it will be governed
 - A Governance Review – demonstrating how the Combined Authority will improve local governance of economic development and transport-related issues
 - Evidence of the outcome of consultation by local parties on the proposals
 - A draft Statutory Instrument

The main changes since January are as follows:

5. Each Council has one vote and matters are decided by a simple majority. However some matters have reserved status which requires a special majority, this includes transport matters. For these matters the constituent council most affected by the decision must be part of the deciding vote's majority for the

decision to carry. In practice this will require for a vote on any transport matter for both the City Council and the County Council to form part of the deciding vote majority for that decision to carry.

6. In respect to Scrutiny arrangements, a Joint scrutiny committee will be established which will as far as possible reflect political balance across all constituent Authorities.
7. Initial feedback from civil servants on the draft set of documents has been positive but civil servants have made it clear that they will discuss any necessary amendments with N2 before its final sign off and formal consultation.
8. As noted above, there is likely to be little movement on the Combined Authority proposal until late summer due to the General Election however the intervening period will be used to discuss with civil servants any amendments or clarifications they require.

D2N2 Devolution Prospectus

9. Members will be aware that prior to the dissolution of Parliament the Government announced a number of new devolution deals with areas including Greater Manchester, Sheffield and Leeds/West Yorkshire. As Nottingham City has Core City status the Government invited D2N2 via the City Council to submit its proposals for a Devolution Deal.
10. Whilst Devolution Deals have been a priority for the Coalition Government, all of the main political parties have committed to further devolution after the General Election, particularly in relation to areas such as economic development and transport.
11. In light of the timescales between the invitation from Government and the presentation to Ministers a period of intensive work involving Leaders, Chief Executives, business representatives and stakeholders was undertaken. The result was the 'D2N2 Devolution Prospectus' (<http://www.d2n2lep.org/News/d2n2-devolution-prospectus>) which was presented to Government Ministers on 17th March before a formal launch on 23rd March.
12. Proposals within the prospectus are split into five broad headings as follows:

Enterprise

- Establishing a Free Trade Zone in conjunction with East Midlands Airport to attract new businesses and capture new foreign investment
- A new Investment Fund to bring together existing financial products and secure match through the European Investment Bank
- Local control over national business support programmes and budgets, including strengthening a local network of integrated Growth Hubs

Skills to employment

- Devolution of the Adult Skills Budget from the Skills Funding Agency and national grant schemes relating to apprenticeships; commissioning of the National Careers Service
- Responsibility for locally delivered Department for Work and Pensions services, including devolution of the Work Programme (or its successor) and programmes targeting youth unemployment

Built environment

- A devolved Housing Investment Fund, securing local control over funds and assets currently managed by the Homes and Communities Agency
- Lifting the borrowing cap on Housing Revenue Accounts to provide flexibility.

Transport

- The creation of an integrated transport system that includes powers for bus franchising to better manage and rebalance the network and the devolution of traffic management powers
- A 10-year transport funding allocation to create certainty and stability about long-term investment priorities
- Greater influence over the investment plans for strategic transport connections.

Smart infrastructure

- Develop a SMART Commission to drive improvements to telecommunications infrastructure to provide universal connectivity.
- Develop a localised energy strategy which would take control of energy efficiency funding and programmes to create a joined-up strategy for energy production and better resource efficiency

13. It is important to note that work will continue over the summer on “ the asks” within any Devolution Deal with a view to commencing early discussions with the new Government as soon as possible after May 7th.

Reason for Recommendation

14. The proposals for a Combined Authority and more recent formalisation of a D2N2 devolution prospectus will have significant implications for economic development and growth and transport in Nottinghamshire. It is considered essential to keep Policy Committee up-to-date with developments.

Statutory and Policy Implications

15. This report has been compiled after consideration of implications in respect of crime and disorder, finance, human resources, human rights, the NHS Constitution (Public Health only), the public sector equality duty, safeguarding of children and vulnerable adults, service users, sustainability and the environment

and ways of working and where such implications are material they are described in the body of the report.

Financial Implications

16. Under the current Economic Prosperity Committee arrangement, each of the constituent councils contributes £3,500 per year towards the secretariat costs. The scheme proposes that the costs of the Combined Authority are apportioned between all constituent councils on a per capita basis with County and District Councils apportioning their costs on a 75:25 basis. Informal discussions between Nottinghamshire County Council and the Borough and District Councils suggest that the contribution from the county area could be met from the business rates (NNDR) pool that each of the authorities is signed up to.

RECOMMENDATIONS

It is recommended that

- a) Policy Committee notes the content of this report.
- b) That a further report is brought to Policy Committee in October 2015 providing further update information on the progress of the Combined Authority status application.

Councillor Alan Rhodes
Leader of the Council

For any enquiries about this report please contact: Jayne Francis Ward, 9773478

Constitutional Comments [SLB 13.04.2015]

Policy Committee is the appropriate body to consider the content of the report.

Financial Comments [SES 13.04.2015]

The financial implications are set out in the report.

Background Papers

Proposals for a Nottingham and Nottinghamshire Combined Authority – report to Economic Development Committee, 18 November 2014, published.

Minutes of Economic Development Committee, 18 November 2014, published.

Establishment of the Nottingham and Nottinghamshire Combined Authority – report to County Council, 15 January 2015, published.

Minutes of County Council, 15 January 2015, published.

Various reports to the Nottingham and Nottinghamshire Economic Prosperity Committee, available here:

<http://committee.nottinghamcity.gov.uk/ieListMeetings.aspx?CommitteId=416>

Electoral Division(s) and Member(s) Affected

All



**REPORT OF CORPORATE DIRECTOR, POLICY, PLANNING AND
CORPORATE SERVICES**

WORK PROGRAMME

Purpose of the Report

1. To review the Committee's work programme for 2014/15.

Information and Advice

2. The County Council requires each committee to maintain a work programme. The work programme will assist the management of the committee's agenda, the scheduling of the committee's business and forward planning. The work programme will be updated and reviewed at each pre-agenda meeting and committee meeting. Any member of the committee is able to suggest items for possible inclusion.
3. The attached work programme includes items which can be anticipated at the present time. Other items will be added to the programme as they are identified.
4. As part of the transparency introduced by the new committee arrangements, committees are expected to review day to day operational decisions made by officers using their delegated powers. Such decisions will be included in the work programme on an annual basis and as specific decisions of interest arise.
5. The Policy Committee will be asked to determine policies, strategies and statutory plans developed or reviewed by other Committees of the Council. Committee Chairmen are invited to advise the Policy Committee of any additional policy reviews that are being considered.

Other Options Considered

6. None.

Reason/s for Recommendation/s

7. To assist the committee in preparing and managing its work programme.

Statutory and Policy Implications

8. This report has been compiled after consideration of implications in respect of finance, the public sector equality duty, human resources, crime and disorder, human rights, the safeguarding of children, ways of working, sustainability and the environment and those using the service and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

RECOMMENDATION/S

- 1) That the Committee's work programme be noted, and consideration be given to any changes which the Committee wishes to make.

Jayne Francis-Ward
Corporate Director, Policy, Planning and Corporate Services

For any enquiries about this report please contact: Keith Ford, Team Manager, Democratic Services T: (0115) 9772590 E: keith.ford@nottsc.gov.uk

Constitutional Comments (SLB)

9. The Committee has authority to consider the matters set out in this report by virtue of its terms of reference.

Financial Comments (NS)

10. There are no financial implications arising directly from this report.

Background Papers

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

None

Electoral Division(s) and Member(s) Affected

All

POLICY COMMITTEE - WORK PROGRAMME (AS AT 13 APRIL 2015)

<u>Report Title</u>	<u>Brief summary of agenda item</u>	<u>Lead Officer</u>	<u>Report Author</u>
20 May 2015			
Local Enforcement Plan – County Council’s Guide to Monitoring & Enforcement	To seek approval for this plan.	Jayne Francis-Ward	Sally Gill
Annual Delivery Plan 2015-16	Consideration of key actions and measures to support delivery of the Council’s strategic plan priorities in 2015-16.	Celia Morris	Matthew Garrard
Adult Social Care Strategy	Revision to existing strategy	Jon Wilson	Sarah Hampton
Social Media Policy and Strategy	Update on the use of social media and approval for a new strategy and policy	Martin Done	Clare Yau
Results of public consultation on charging for Deferred Payment Agreements and Brokerage for self-funders	To approve the charges for Deferred Payment Agreements and Brokerage.	Jon Wilson	Jackie Brown
Corporate Branding update	To seek approval for the next steps in relation to corporate branding.	Martin Done	Clare Yau
Complaints and Information Update	Summary of complaints, FOI/EIR, and compliments received and outcomes	Celia Morris	Jo Kirkby
Performance against priorities	Review of final position against the first annual delivery plan and progress against the four year strategic plan.	Celia Morris	Matthew Garrard
17 June 2015			
Redefining Your Council	Evaluation of first phase of new transformation framework.	Anthony May	
Senior Leadership Team	To seek approval for restructuring proposals.	Anthony May	
15 July 2015			
Transformation Programme – Progress Update	Quarterly report on the progress of the Council’s Transformation Programme.	Jayne Francis- Ward	Caroline Agnew

